

**State Electrical Construction Apprenticeship Advisory Committee
October 29, 2013**

DRAFT MINUTES

NECA-IBEW Apprenticeship
2730 Dairy Dr.
Madison, WI 53718

Members Present	Employer/Organization
Allen, Don (Co-Chair)	International Brotherhood of Electrical Workers (IBEW) Local 158
Balthazor, Michael	Michaels Power
Bzdawka, John	IBEW Local 494
Grundahl, Carol	IBEW Local 159
Habermehl, Sylvia	Habermehl Electric
Kryzaniak, Rick	Faith Technologies (Associated Builders & Contractors (ABC))
Mielke, John	Associated Builders and Contractors
Miller, Dean	IBEW Local 388
O'Leary, Loyal (Co-Chair)	National Electrical Contractors Association (NECA) WI Chapter
Pohlman, Mike	R.J. Nickles Electric Co.
Sokolik, Leo	IBEW Local 890
Walsh, John M.	IBEW Local 14
Young, Greg	IBEW Local 577

Members Absent	Employer/Organization
Steiner, Rick	Steiner Electric (ABC)
Washebek, Dave	Lemberg Electric (NECA)

Consultants & Guests	Employer/Organization
Anhalt, Tim	NECA-IBEW Apprenticeship & Training
Cook, Jim	Madison Area Technical College, Apprenticeship Coordinator
Harding, Burt	Bureau of Apprenticeship Standards
Harrington, Mary	Bureau of Apprenticeship Standards
Morgan, Karen	Bureau of Apprenticeship Standards, Director
Perkofski, Lisa	Bureau of Apprenticeship Standards
Rayburn, Robert	NECA – Milwaukee Chapter
Schanke, Debbie	Bureau of Apprenticeship Standards
Smith, Owen	Bureau of Apprenticeship Standards
Tschillard, Clay	NECA-IBEW Apprenticeship & Training
Wagner, Mike	NECA-IBEW Apprenticeship & Training
Wood, Marge	Wisconsin Technical College System
Zenisek, Hal	WTCS Foundation

1. The meeting was called to order at 1:00 p.m. by Don Allen, Committee Co-chair, in conformity with the Wisconsin Open Meeting Law.
2. A roll call was conducted and a member sign-in sheet was circulated.
3. The minutes of the May 23, 2013, meeting were reviewed and approved.

4. Old Business

a. Roster Review

Owen Smith distributed the current committee roster, and asked members to correct or update their contact information, if necessary.

b. SAGE Finale

SAGE concluded on June 30, 2013, and either met or exceeded all of its official performance targets:

- Apprentice participants: 4,508 projected; 5,222 actual
- Expenditures: \$6 million projected; \$6 million actual

SAGE also exceeded its unofficial performance target of trades served: 20 projected; 64 actual. However, SAGE did not meet its unofficial performance target of 1,500 journey worker participants, reporting only 422 journey worker participants. The low outcome is the result of high unemployment among journey workers and low to zero response from journey workers to SAGE upgrade sessions.

The Dept. of Labor selected SAGE as one of three projects nationwide to be featured in a national webinar on successful state energy sector partnership grants. Karen Morgan will present on the grant's curriculum products, strategies for employer engagement, and lessons learned.

The Bureau is preparing a final report for all stakeholders, which will explain the background, purpose, activities and outcomes of the entire grant. The report is projected to be released by November.

Clay Tschillard commented that the supportive services funding offered by SAGE was very helpful for many first-year apprentices, who demonstrated a proven need for the funding. He hopes BAS and the committee can build on that in the future through different funding.

c. Letter of Recognition from U.S. Department of Labor

The U.S. Department of Labor granted continued recognition for the next five years to the Bureau of Apprenticeship Standards for the registration of apprenticeship programs and agreements, for Federal purposes, in the State of Wisconsin. The recognition followed a successful review of all modifications to registered apprenticeship-related legislation, regulations and policies made by BAS to conform with terms of Title 29, CFR part 29.

The US Dept. of Labor found only one item of concern, an old rule passed in the 1980s that permitted family-owned construction businesses to place sons and daughters and "any person necessary to an approved affirmative action plan" directly into the apprenticeship program once he or she met the qualifications. The clause violates federal regulations on affirmative action which prohibit hiring solely on the basis of ethnicity and/or gender. BAS

never used the clause during selection procedures, and agreed to remove it when the rules are next updated.

Modifications to Title 29, CFR part 30, which deals with Affirmative Action and Equal Employment Opportunity, were projected to be released in 2013-2014, but have been delayed indefinitely.

d. Update on New Electrical Credentialing System, Effective April 1, 2014

Members commented on the pending licensing requirements. Several supported the bill because it would broadly require licensing for all construction electricians, although it does exempt Industrial Electricians and several other categories. However, the bill would require not allow for individuals to be grandfathered into a license.

Others noted that significant challenges remain. Primarily, the apprentices can take the licensure exam before they complete the apprenticeship. In addition, the accompanying administrative rules expired and will need to be rewritten.

Several questions arose. Will a registered electrical apprentice still be required to take 24 hours of Continuing Education Units? Coordinating that number of courses for many apprentices is problematic for some local committees.

John Mielke shared that the Legislature's Joint Finance Committee made a motion to conduct a feasibility study on merging the Department of Safety and Professional Services and Department of Agriculture, Trade and Consumer Protection.

Karen Morgan suggested that BAS and the training coordinators meet soon to prepare for the April 1 effective date.

e. 2014 Apprenticeship Conference

i. Logistics

The 26th Biennial Apprenticeship Conference will be held January 26 – 28, 2014, at the Chula Vista Resort in the Wisconsin Dells. The reception will be held on Sunday, the 26th; the Apprenticeship Expo and Hall of Fame Award will occur on Monday, January 27; and the event will conclude on Tuesday, the 28th, at noon.

The conference will be held in the Conference Center, but the Expo will be held at the Wisconsin Center, a dome located half a mile down the road. Free shuttle service will be available between the two locations. Rooms will be offered at the state rate, but are not yet available. Reservations include tickets to the indoor water park.

ii. Theme and Audience

The theme is "The Apprenticeship Solution: Meeting the Challenge." The Bureau, with strong support from the Department of Workforce Development, will target the following stakeholder groups to attend:

- K-12 students, teachers, guidance counselors, and school board staff
- Workforce Development Boards, WIA Service Providers, and Job Service
- the Apprenticeship Community, including employers, employer associations, labor, and employees

iii. Involving High School Students

The Bureau is taking several measures to involve high school students, grades 9-12. BAS has invited all school districts within 70 miles of Chula Vista, and are trying to raise enough funds to pay for buses, bus drivers and substitute teachers. Booths in the Expo will be arranged by sector for ease of access. When a student visits a booth, he or she can receive a sticker to apply to a program that resembles a football scorecard. Students who complete scorecard will receive free Green Bay Packers merchandise. The Expo will include engaging displays from the skilled trades, include virtual welders from Lincoln Electric and a mobile CNC lab from Lakeshore Technical College. Mini-theatres throughout the Expo will show brief videos on careers in the skilled trades, how to become an apprentice, and more.

iv. Speakers and Workshops

Speakers will include national economist Anirban Basu, who spoke at the 100th Anniversary Conference; Mark Breslin; and a yet-to-be-announced keynote speaker. Workshops will range from introductions to apprenticeship, the Wisconsin Technical College System and Workforce Investment Act, to best practices for local committees to best practices of youth apprenticeship and apprenticeship prep programs.

v. Hall of Fame Award Nomination Form

Owen Smith distributed a hard copy of the nomination form for the Hall of Fame Award which honors individuals who bear a distinguished record of contributing to Wisconsin Apprenticeship for more than 20 years. Nominees may be deceased within the past three years. The award will be the only award presented at the conference, but may be presented to more than one recipient. Nominations are due December 1, 2013, and can be submitted to Karen Morgan. The nomination form is currently available from BAS in electronic format as a fillable form in Microsoft Word. The form will be available online as an automated form soon.

vi. Expo Point of Contact

Owen Smith asked members to nominate a point of contact to work with the planning committee on the trade's display in the Apprenticeship Expo. The point of contact will be responsible for informing the planning committee of all display needs, such as square footage, electricity, and audio/video set-up, and recruiting staffing for the booth. Members recommended Robert Doyle and Clay Tschillard.

vii. Questions

Members asked who was sponsoring the complementary tote bags. Karen Morgan explained that the Bureau had yet to release fundraising letters, because the DWD Office of Legal Counsel was researching whether a third-party fundraising organization would be more appropriate, given that the Bureau regulates the apprentice programs utilized by donor base.

As a follow up to these discussions, BAS will contact Robert Doyle and Clay Tschillard regarding booth space for the construction electrician trade at the Apprentice Expo.

f. Other

Karen Morgan updated the Committee on Senate Bill 355: Tuition Reimbursement, legislation that would partially reimburse apprentice tuition expenses. BAS and DWD worked with the Legislature to modify the legislation to reimburse apprentices and "sponsors," rather than "employers," to include instances in which a trust pays the apprentice's tuition. The proposed reimbursement would cover tuition, tuition-related costs and books. It would not include supportive services.

If the bill includes two years of funding, but each annual allotment is not available for carry-over between fiscal years. Therefore, BAS would want to implement the reimbursement as soon as possible, in order to show the law's value and impact.

5. New Business

a. Updates to State Committee Website

The BAS website now includes PDF files of all meeting material for the 19 state committees, beginning with meetings in Spring 2013. The page is designed to contain material from the last meeting and the upcoming meeting. BAS is researching the possibility of an online archive.

The availability of material online will not change the meeting notification process. Members and consultants will receive the two-week email notification with all meeting material attached. The notification will also include a link to meeting material online. Members will also receive hard copies of the material in the notification and any additional material via snail mail. Additional material providing to members only beforehand, material distributed during the meeting, and the draft meeting minutes will be posted online with 30 days of the meeting.

b. Council Activities

The Apprenticeship Advisory Council has been developing several tools for apprentices and employers that are designed to mitigate the cancellation rates of female and minority apprentices, which are higher than those of most apprentices, according to the 2010 Legislative Audit Bureau audit of registered apprenticeship.

Focus groups and follow-ups surveys revealed several factors that contributed to the high cancellation rates. Female and minority apprentices often reported that they experienced difficulty determining whether an uncomfortable incident is common culture or discrimination; whether they would be punished for reporting the incident; and whether support networks existed within the employer or Bureau with whom they could get advice about the incident.

Some of the tools developed by the Council help prepare apprentices for daily life in a construction trade, success as a self-supporting adult, and a career pathway. Other tools prepare employers for an increasingly diverse workforce and advise them of how to understand and meet the needs of apprentices.

i. Mentoring Program

The program guides employers in establishing a comprehensive mentoring program. It was based upon a successful pilot program in Milwaukee created by WRTTP Big-Step and NECA-IBEW. The program is complete, and following a review of its

implementation plan, will be released to community based organizations that advise women and minorities in career and personal success.

ii. Online Apprenticeship Orientation Course

This course is a self-paced online version of the original “Apprenticeship Orientation” print publication. It is designed to prepare apprentices for all aspects of their apprenticeship program, from their professional and personal responsibilities to tips for daily life on a jobsite to preparing for their financial future. The content was based directly on the results of apprentice focus groups and surveys that explored what apprentices wished they would have known earlier in their program. The content was repackaged as a self-paced online course, with condensed content and interactive features, after apprentice focus groups found the print publication too lengthy and boring.

The course will be contained on the BAS website. The software will allow the apprentice to continue where he or she left off, so apprentices can proceed at their pace and discretion. Apprentices either pass (complete) or fail (fail to complete) the course; they do not earn a grade. Upon completing the course, the software will generate a certificate of completion for the apprentice and a separate electronic record of completion for BAS.

The course is complete, but will not go live until the end of 2013. BAS must first discuss feedback with the Council at its November meeting and implementation with the training coordinators. BAS will email a private link to a non-public version to all state committees as part of a follow-up to the fall meetings.

The Bureau is asking all state committees whether they support mandating the course as part of unpaid related instruction. The timeframe for completion (e.g. within the probation period or within the first year, etc.) is negotiable and may vary per committee.

A general discussion ensued concerning the pros and cons of mandating the Online Orientation, the suggested timeframe, and hours of credits. A member suggested developing the Orientation as an application for mobile phones. BAS declined, as it does not have the capacity for that at the current time, but would consider researching the matter, pending the overall success of the online format.

A motion was made by Dean Miller to make the Online Orientation mandatory as part of unpaid related instruction, worth three credits, and within a timeframe to be determined by the local committees. Greg Young seconded the motion. The motion passed.

iii. Cultural Competency Course

This course is designed to help employers create a welcoming, inclusive workplace and jobsite culture by discussing significant demographic changes projected to occur in the workforce within the next ten years, and asking the employers straightforwardly how they will adapt. For example, in 2012, more workers turned 65 than 18, which underscores that age diversity will increase across the industry. Furthermore, by 2042, Caucasians will no longer be considered the “majority” demographic. The course also discusses the legal rights and responsibilities of employers when addressing employees’ harassment complaints and of employees when accused of harassment.

This approach was favored over the current diversity training mandated for employers and committees with unsatisfactory diversity performance, because participants in the diversity training consistently evaluated it as unhelpful because it did not address the “realities” of the construction industry.

The course will be piloted to a NECA chapter in Milwaukee, and delivered by Council Members Henry Hurt (Hurt Electric) and Dawn Pratt (Payne and Dolan). If it is successful, BAS will distribute it to employer associations to use with their membership.

iv. Outreach Campaign to K-12 stakeholders

The Apprenticeship Advisory Council are collaborating with several partners to present apprenticeship and a career in the skilled trades to high school students as attractive alternatives to a four-year degree. The outreach effort includes several ground breaking projects:

- New Ads on Packers Radio Network

The focus of radio advertisements for apprenticeship on Packers Radio Network will switch from employers to apprentice applicants at the end of October. The revised ad will highlight apprenticeship as an attractive means of learning a skilled trade, beginning a career, and earning a good wage. The ad will continue through the regular season.

- Teacher Toolkit

The Department of Public Instruction has assembled a toolkit for high school teachers on the DPI website. The toolkit includes talking points and information needed to present apprenticeship and a career in the skilled trades alongside a four-year degree as viable post-secondary education opportunities. Materials include an apprenticeship speakers list of employers, skilled workers, and stakeholders who speak to classes, speak at teacher in-service days, and other outreach events.

- DWD Secretary Newson met with the Guidance Counselors Association to talk about the importance of technical education and career paths in the skilled trades.

v. An Outreach Campaign to Construction Employers may be tentatively planned for spring 2014. The construction sector was not included in the SAGE Outreach Campaign because construction employment was down substantially when the campaign began. Jobs have returned, and the campaign is now projected for spring 2014. The campaign will be designed differently than the Manufacturing Campaign. BAS will begin contacting construction employer associations in October to discuss the best strategy for the campaign.

c. Helmets to Hardhats

Karen Morgan briefed members on the background of the initiative. It was supported by Governor Doyle in 2006, but not much interest was received. With the increase of returning veteran, projected job growth, and shrinking workforce pool in construction, the Governor's Office contacted DWD to ask if the skilled trades would be interested in supporting the program. If so, two things would occur: first, the trade would list their training openings on the program website; second, the state committee would update its standards to allow for direct entry into apprenticeship, whatever that means to the committee. Currently, the Governor's Office is seeking names of trades that are interested, and asks that they be willing to express interest and adopt language in standards.

A general discussion ensued on whether to participate in the program, as well as other options for outreach to veterans. Overall, members supported participating in the Helmets to Hardhat program and additional methods of recruiting and assisting veterans.

As a result of this discussion, BAS will contact the state committee for letters of support, if the Governor's Office continues with the effort.

d. Other

Members raised whether to participate as a trade in the Youth Apprenticeship program. Several members supported getting involved, and believed it would be a mistake not to. Karen Morgan explained that the Youth Apprenticeship received a million dollars in the Governor's Budget to expand the program. However, the construction sector has always been reluctant to participate in Youth Apprenticeship; and, moreover, the YA law does state that YA cannot establish programs for occupations that would otherwise affect the adult apprenticeship program, which Karen has been adamant about. Currently, YA students receive a general introduction to construction careers, and are exposed to an array machines and equipment. They are not introduced to a specific occupation.

A general discussion occurred on the format and funding of Youth Apprenticeship programs. Members agreed to table the discussion for another meeting. BAS will research how to start a Youth Apprenticeship consortium, and elevate the matter to the Advisory Council.

As a result of this meeting, BAS will discuss the matter with the Advisory Council, and depending on the results, will schedule a separate meeting with the State Committee to discuss how to establish a Youth Apprenticeship structure.

6. WTCS Update

Marge Wood reported several items. First, WTCS was informed by the legislature that veterans are to be given preferential treatment when registering for classes. Second, the college will be conducting a Technical Skills Attainment process. Colleges that receive Perkins Funds have to identify the outcomes of all programs, including apprenticeship. One of the TSAs to be conducted in 2014 is for the electrical construction program. Madison Area Technical College will host the TSA, but it will be coordinated by Jason Kolbe from Southeast Wisconsin Technical College. The effort relies mainly on instructors but want to include contractors and employers, too. One of the key questions will be, "What activity other than passing the licensing exam assesses that the student learned what they were supposed to learn during instruction?"

7. Electrical Apprenticeship Program Participants

Currently, 1000 apprentices are active in the program, a slight increase from February 2013 total of 891.

New reporting software for BAS will be operational this summer, increasing the Bureau's capacity for reporting and presenting data. Owen Smith asked members to keep in mind which data and presentations would be useful for comprehending the status of the program and making informed decisions. Members suggested women and minority totals, and completion & cancellation rates.

As a result of this discussion, BAS will consider the data requests.

8. The next meeting date is tentatively scheduled for Monday, March 10, at 09:30 a.m. at the NECA-IBEW Apprenticeship Office in Madison.

9. The meeting adjourned at 4:43 p.m.

10. Follow-Up Items

As a result of these discussions, the following will occur:

- i. BAS will BAS will contact Robert Doyle and Clay Tschillard regarding booth space for the construction electrician trade at the Apprentice Expo.
- ii. BAS will contact the state committee for letters of support of the VIP program, if the Governor's Office continues with the effort.
- iii. BAS and the Advisory Council will discuss participating in the Youth Apprenticeship program. Depending on the results, BAS will schedule a separate meeting with the State Committee to discuss how to establish a Youth Apprenticeship structure.
- iv. BAS will consider the data requests.